



COMDTINST 1306.1

COMMANDANT INSTRUCTION 1306.1

Subj: COMMAND MASTER CHIEF PROGRAM

- Ref: (a) U.S. Coast Guard Personnel Manual, COMDTINST M1000.6 (Series)
 (b) Public Law 85-422 of 1958
 (c) U.S. Coast Guard Pay Manual, COMDTINST M7220. 29 (Series)
 (d) U.S. Coast Guard Uniform Regulations, COMDTINST M1020.6 (Series)
 (e) U.S. Coast Guard Personnel Resources (Military & Civilian) and Civilian Employment
 Ceilings Manual, COMDTINST M5312.13 (Series)
 (f) U.S. Coast Guard Enlisted Qualification Codes Manual, COMDTINST M1414.9A
 (Series)

1. PURPOSE. This Instruction outlines the revision and name change of the Command Enlisted Advisor Program and issues procedures for application, screening, selection, assignment, and utilization of Area, Reserve Force and Command Master Chiefs.
2. ACTION. Area and district commanders, commanders of maintenance and logistics commands, commanding officers of Headquarters units; Assistant Commandants for directorates, Chief Counsel and special staff offices at Headquarters shall ensure compliance with the provisions of this Instruction.
3. DIRECTIVES AFFECTED.
 - a. Article 4.E.12 of reference (a) will be revised to reflect the changes made in this Instruction.
 - b. References (c) and (d) will be revised to reflect the name changes wherever "Command Enlisted Advisor" appears to the appropriate titles described in this Instruction.
 - c. All other Coast Guard Instructions and Manuals will be revised during the next change or rewrite to reflect the title changes described in this Instruction wherever "Command Enlisted Advisor" appears.

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4. DISCUSSION.

- a. Command Enlisted Advisors (CEAs) uphold the highest standards of professionalism and stimulate communication at all levels of command throughout the Coast Guard. CEAs have a unique relationship with the chain of command, strengthening it by working at all levels of the command to foster a better understanding of the needs and viewpoints of all members of the Coast Guard family. By advising, consulting, and through direct participation, CEAs play an important role in the continuous improvement of the Coast Guard. They assist in formulating and implementing policies concerning morale, welfare, job satisfaction, discipline, utilization, and training of Coast Guard enlisted personnel. CEAs report directly to their commanders/commanding officers and also keep the chain of command aware and informed of sensitive and current issues whenever appropriate.
- b. The duties and responsibilities of the CEA as described in Article 4.E.12. of reference (a), have evolved to be much more than just an “enlisted advisor.” CEAs are members of the command cadre, and are well respected and sought after for advice on matters of general interest that are pertinent for all members, be they officer, enlisted, civilian, or family members. CEAs work directly for the commander/commanding officer they serve and are identified in many cases as the senior enlisted member of that command, without regard to time in grade.
- c. During recent years, CEAs, by necessity, have assumed increased leadership responsibilities. At all levels of command, CEAs have become more involved in consulting with commands and program managers on policies which affect enlisted personnel. Additionally, as joint operations within the armed forces have increased, recognition of these positions by the Department of Defense (DOD) has become critical to successfully accomplishing their duties and responsibilities in a joint environment. Increased visibility as a result of the importance the Coast Guard places on these senior enlisted leadership positions is also desirable. In order to better position CEAs to accomplish their assigned duties, increase visibility, and to better define the leadership role of the Master, Senior, and Chief Petty Officers who serve in these positions, a title change is necessary. The title “Command,” followed by the rate “Master Chief,” “Senior Chief,” or “Chief,” more closely aligns the title of these positions with what CEAs have evolved into - a senior enlisted advisor who functions outside his or her specialty, and is consulted by all members of a command in the areas of leadership and administration as defined in reference (b). Therefore, the position of Command Enlisted Advisor will henceforth be known as Command Master Chief (CMC), for the individuals who serve in the position in paygrade E9; Command Senior Chief for paygrade E8, and Command Chief for paygrade E7.

d. Definitions.

- (1) CMC Force Manager is the Master Chief Petty Officer of the Coast Guard. Responsibilities include initiating action to ensure an adequate pool of qualified CMC applicants are available to fill projected vacancies; assist CG Personnel Command (CGPC) in screening CMC applicants; advise commanders/commanding officers on the CMC selection process, and assist when requested; initiate recommendations as necessary to ensure all CMC billets remain filled with qualified and/or experienced personnel; recommend billet adjustments within the CMC program as appropriate; periodically review COMDTINST 1306.1 (series) and recommend changes as appropriate; when requested, advise commanders/commanding officers desiring to establish CMC billets; support the CMC program by providing current information pertinent to the enlisted force; provide assistance with issues beyond the resources available to the CMC; foster a better understanding of the CMC program and the role of the CMC at all levels of the Coast Guard; ensure field personnel remain informed on how to communicate with their CMC; organize and convene indoctrination training for new Commandant-designated CMCs and their spouses; recommend CMC participation on Headquarters and CGPC convened boards, panels, and studies, as appropriate; and maintain a history of the CEA and CMC programs which includes a roster and contact information for all former Commandant-designated CEAs and former Area CMCs, Reserve Force CMCs, and Commandant-designated CMCs.
- (2) The CMC program consists of five categories listed below in the order of precedence. Authorized billets are listed in enclosures (1), (2), and (3), and are defined as:
 - (a) Area Command Master Chiefs are assigned to the Commander Atlantic and Pacific Areas. They report directly to their Area Commander, **advise and consult** with their Area Commander, have responsibility for assisting their commander in managing the CMC program within their commands as prescribed under 5.e. and f. of this Instruction, and may communicate directly with the Master Chief Petty Officer of the Coast Guard. While assigned, the Area Command Master Chief is designated as the Area's senior enlisted person regardless of date of advancement.
 - (b) Reserve Force Command Master Chief is a Selective Reservist who serves at least two years of active duty assigned to the Director of Reserve and Training at Coast Guard Headquarters. The Reserve Force Command Master Chief reports directly to the Director of Reserve and Training [Commandant (G-WT)], **advises and consults** with the Director of Reserve and Training, and may communicate directly with the Master Chief Petty Officer of the Coast Guard. While assigned, the Reserve Force Command

Master Chief is designated as the senior enlisted reservist regardless of date of advancement.

- (c) Commandant-designated Command Master Chiefs are assigned to Headquarters Chief of Staff, districts, Maintenance and Logistics Commands, and the Coast Guard Academy. They report directly to their command flag officer, **advise and consult** with their command flag officer, have responsibility for assisting their commander in managing the CMC program within their commands as prescribed under 5.e. and f. of this Instruction, and may communicate directly with the Master Chief Petty Officer of the Coast Guard. While assigned, the Commandant-designated Command Master Chiefs are designated as the senior enlisted member in their respective commands regardless of date of advancement.
- (d) Command Master Chiefs not designated as Commandant-designated are assigned to commands having billets identified in accordance with the unit Personnel Allowance List (PAL) or Reserve Personnel Allowance List (RPAL) authorizing a Command Master Chief or Command Senior Chief. They report directly to their commander/commanding officer, **advise and consult** with their commander/commanding officer, and may communicate directly with their respective Commandant-designated Command Master Chief. A limited number of these billets are available for senior chief petty officers to serve as Command Senior Chief, i.e. WMECs.
- (e) Collateral Duty Command Master, Senior, and Chief positions. Assistant commandants, headquarters directorates, commanders, and commands, which do not have an authorized CMC billet, may select, from within their division or command, a master, senior, or chief petty officer to perform the duties and responsibilities of a CMC described in this Instruction. When performing their CMC duties, they report directly to and **advise/consult** with their assistant commandant, director, commander, or commanding officer, and may communicate directly with their respective Commandant-designated CMC.

5. PROCEDURES.

- a. Eligibility. Command Master Chief billets are reserved for those truly outstanding master chief petty officers who have achieved or demonstrated the requirements enumerated below and exemplify the finest leadership abilities and the Coast Guard's Core Values. To be eligible for assignment as a CMC, the individual must:
 - (1) Have attained the rank of the billet they seek.
 - (2) Have demonstrated superior leadership abilities and broad management skills.

- (3) Possess effective communication abilities (oral and written) and proven administrative capabilities.
 - (4) Have demonstrated effective counseling skills.
 - (5) Have a sharp military appearance, demeanor, military bearing and meet all health and physical requirements.
 - (6) Have an outstanding performance record.
 - (7) Be a highly motivated role model.
 - (8) Have demonstrated active involvement in command quality of life initiatives and programs.
 - (9) Have a strong overall potential to be successful as a CMC.
 - (10) Have a broad perspective of the Coast Guard.
 - (11) Be a graduate of the Chief Petty Officer or a DOD Senior Enlisted Academy.
Members being considered for assignment to the position of collateral duty CMC, CSC, or CC are not required to meet this eligibility requirement.
- b. Application. Those desiring assignment to an active duty CMC billet, will submit an application package to Commander, (CGPC-epm-2) via their chain of command. Applicants must clearly indicate whether they desire assignment as a Commandant-designated Command Master Chief (see enclosure (1)), or Command Master Chief not designated as Commandant-designated (see enclosure (2)). Those desiring assignment to the Reserve Force Command Master Chief position will submit an application package to Commandant (G-WT) via their chain of command. Those desiring assignment to a Reserve Command Master Chief billet (see enclosure (3)), will submit an application package to the respective area or district commander via their chain of command. Application packages must contain:
- (1) A letter requesting assignment to a Command Master Chief position which should include a statement of why the applicant requests assignment to a CMC billet, what experience the applicant would bring to the position, and the applicant's view of the responsibilities of the position.
 - (2) Commander/commanding officer endorsements must certify the candidate is fit to assume the duties of CMC, paying particular attention to the following factors:
 - (a) Physical fitness and weight. Member must meet maximum allowable weight standards and be physically fit.

- (b) Security. Indicate the applicant's current security status and ability to gain and hold a secret clearance.
- (c) Core Values. Address applicant's demonstrated commitment to the Coast Guard's Core Values of Honor, Respect and Devotion to Duty.
- (3) Completed Assignment Data Card, CG-3698A.
- (4) An official color 8 X 10 portrait of the applicant, wearing the Service Dress Blue B uniform with combination cap. Official portraits must show ribbons and name tag. Background is to include the national ensign. Photographs are not included with the application package during the selection process.
- (5) Biographical Information submitted on U.S. Coast Guard Form CG-4035(Rev. 10-84).
- (6) Members desiring selection to the position of collateral duty CMC, CSC, or CC are not required to prepare an application package, unless prescribed by their respective assistant commandant, director, commander, or commanding officer. If prescribed, application packages are submitted to their respective assistant commandant, director, commander, or commanding officer, not CGPC-epm-2.
- c. Screening. Commander, (CGPC-epm-2) and the CMC Force Manager will screen active duty application packages during January of each year to ensure applicant eligibility. Commandant (G-WT) and the CMC Force Manager will screen Reserve Force CMC application packages during the selection process to ensure applicant eligibility. Area and District CMCs will screen Reserve CMC application packages during the selection process to ensure applicant eligibility.
- d. Selection and Assignments. Commander, (CGPC-epm-2) will provide commands, with anticipated active duty CMC openings, copies of all Commandant-designated and non Commandant-designated CMC applications, respectively. Selections in each category will be completed starting with the senior flag officer and senior commander/commanding officer respectively. Demonstrated superior leadership qualities previously performed as a CMC or Reserve CMC will be a consideration in the selection of Area Command Master Chiefs and the Reserve Force Command Master Chief, respectively. Upon notification, assignments will be made by CGPC-epm-2 and Commandant (G-WT), respectively. Following each Area and District Reserve CMC selection process, and upon notification, assignments will be made by the servicing Integrated Support Command.
- e. Training. Following selection, Commandant-designated CMCs (without previous Commandant-designated CMC experience) will participate in a five day indoctrination training program organized, convened, and funded by the CMC Force Manager.

- (1) Spouses will be provided an opportunity to participate in the indoctrination training on invitational orders.
 - (2) Commandant-designated CMCs will be responsible for providing indoctrination training to CMCs assigned to their commands when requested and funded by the command.
- f. Duties and Responsibilities. The duties and responsibilities listed below are not intended to be all inclusive. Generally, the Command Master Chief shall:
- (1) Assist, consult with, and advise the commander/commanding officer of existing or potential situations pertinent to the morale and general well-being of Coast Guard personnel and their families.
 - (2) Serve as a role model while exemplifying and promoting the Coast Guard's Core Values of Honor, Respect and Devotion to Duty.
 - (3) Remain informed concerning current personnel policies, including pay and allowances, morale, welfare, housing, and incentive programs, and serve as a source of information about them to individual Coast Guard personnel and their families, thus fostering a mutual appreciation of their joint interests on the part of the individual and the command.
 - (4) Communicate up and down the informal CMC program structure in accordance with enclosure (4) to provide input, data, and exchange ideas regarding all personnel.
 - (5) Provide articles of interest to members of the Coast Guard family via district bulletins, CG Intranet, or newsletters addressing current programs, opportunities, and policies.
 - (6) Upon invitation, serve as the representative of the commander/commanding officer in community and civic functions, and accompany the commander/commanding officer to official functions, inspections, and ceremonies.
 - (7) Endeavor to make frequent visits to units within their command and meet informally with personnel to exchange ideas and disseminate information.
 - (8) Assist in ensuring that lines of communication, both written and oral, are available to all personnel of the command.
 - (9) Provide the commander/commanding officer with an evaluation of the impact on personnel of proposed policy changes.
 - (10) Assist in the reception of official visitors to the command.

- (11) Attempt to increase the desirability of a Coast Guard career by recommending action to correct adverse conditions and improve the quality of life for Coast Guard enlisted personnel within the command.
- (12) Actively support and promote the implementation of Total Quality Management (TQM) practices and participate in leading and guiding TQM within the command.
- (13) Assist the commander/commanding officer in all matters pertaining to welfare, health, job satisfaction, morale, utilization, and training of personnel to promote traditional standards of good order and discipline. Help the command to establish a positive command climate that is based on personal respect for all members regardless of race, color, religion, gender, age, or national origin within constraints of the law.
- (14) Upon invitation, and approval of the respective commander/commanding officer, participate in Headquarters and CGPC convened boards, panels, and studies that impact enlisted members.
- (15) When appropriate, consult with Headquarters programs and advise during policy formulation.
- (16) Area and Commandant-designated CMCs will assist their commanders with Area, Headquarters, District, and MLC instructions that guide the Collateral CMC program within their commands.
- (17) Area CMCs organize and convene Area CMC and Area Collateral CMC conferences when approved and funded by the respective Area Commander.
- (18) Commandant-designated CMCs organize and convene CMC and Collateral CMC conferences when approved and funded by the respective Commander.
- (19) Attend appropriate conferences and seminars as follows:
 - (a) Area, Reserve Force, and Commandant-designated CMCs shall attend MCPOCG convened CMC conference(s) and leadership forums.
 - (b) Upon invitation, Commandant-designated CMCs shall also attend their respective Area convened CMC conference(s).
 - (c) Upon invitation, CMCs and Collateral CMCs/CSCs/CCs shall attend CMC conferences convened by their respective Commandant-designated CMC.

- (20) Coordinate Master Chief Petty Officer of the Coast Guard visits within their command.
- (21) Ensure Chief's Call to Initiation (CCTI) is conducted in accordance with current MCPOCG CCTI policy.

g. Entitlements and Uniforms.

- (1) A one-time uniform allowance is authorized upon reporting for duty as a Commandant-designated CMC in accordance with reference (c).
- (2) A rating badge with a gold shield in place of the rating specialty mark and gold stars [enclosure (5)] will be worn by Area and Reserve Force CMCs described in 4.d.(2)(a) and (b) of this Instruction. A rating badge with a silver shield in place of the rating specialty mark and silver star(s) [enclosure (6)] will be worn by Commandant-designated CMCs described in 4.d.(2)(c) of this Instruction, and CMCs and CSCs filling billets described in paragraph 4.d.(2)(d) of this Instruction. Reference (d) will be revised to reflect this change.
- (3) Area, Reserve Force, and Command Master Chief identification badges will be gold, indicate pay grade with the appropriate collar device attached and have a silver panel indicating "AREA," "FORCE," or "COMMAND," [enclosure (7)]. The badge will be worn in accordance with reference (d). The miniature sized identification badge [enclosure (7)] is authorized following successful tours in these positions and will be worn in accordance with reference (d), which will be revised to reflect these changes.
- (4) Collateral duty Command Master Chief, Command Senior Chief, or Command Chief identification badges will be silver, indicate pay grade with the appropriate collar device attached and have a silver panel indicating "COMMAND" [enclosure (8)]. The miniature sized identification badge [enclosure (8)] will be worn in accordance with reference (d), which will be revised to reflect this change.
- (5) Upon retirement and subsequently, when wearing of the uniform is authorized, a member having successfully served as an Area, Reserve Force, or Commandant-designated Command Master Chief is authorized to wear the rating badge identifying their previously held CMC position. Reference (d) will be revised to reflect this change.
- (6) Area, Reserve Force, and Commandant-designated CMCs will have their position/title indicated on their military identification card as "CMC," in lieu of MCPO. This identification will also apply to those members who successfully hold these positions and subsequently retire.

- (7) Area, Reserve Force, and Commandant-designated CMCs are authorized to reenlist enlisted members in accordance with Article 1.G.9. of reference (a).
- (8) Procurement and presentation of Area, Force, CMC, CSC, and Collateral CMC, CSC, CC identification badges is a command responsibility.
- (9) Enlisted qualification codes will be assigned as follows:
 - (a) Commandant-designated Command Master Chiefs successfully completing one year in their respective position will be assigned the JG qualification code.
 - (b) Command Master Chiefs and Command Senior Chiefs not designated as Commandant-designated successfully completing one year in their respective position will be assigned the JU qualification code.
 - (c) Collateral Duty Command Master Chiefs, Senior Chiefs, and Chiefs successfully completing one year in their respective position will be assigned the JV qualification code.
 - (d) Reference (f) will be revised to reflect this change.
- h. Establishing additional CMC billets. Requests to establish additional CMC billets on the PAL or RPAL should meet the justification criteria established within reference (e) and must be submitted in accordance with reference (e), copy to the CMC Force Manager. Requests to establish Command Senior Chief (CSC) billets will only be considered for units which do not have an E9 billet on the PAL or RPAL for that unit.
- i. Establishing Collateral Duty Command Master, Senior, and Chief positions. Assistant commandants, headquarters directorates, and commands which do not have an authorized CMC billet, may assign a collateral duty Command Master Chief, Command Senior Chief, or Command Chief. Further direction concerning collateral duty CMC, CSC or CC, and the units authorized, shall be promulgated by Area, Headquarters Chief of Staff (for Headquarters units), District or MLC Commanders. OinCs, XPOs, EPOs, Housing Officers, Drug/Alcohol Representatives, FARs, MCRCFs, and primary duty CISs should not be selected to serve as a collateral duty CMC, CSC, or CC.

6. FORMS AVAILABILITY. The Coast Guard forms, Assignment Data, CG-3698A; and Biographical Information, CG-4035 are available in Forms Plus Laser and JetForm Filler.

Encl: (1) Commandant-designated Command Master Chief billets
(2) Command Master Chiefs not designated as Commandant-designated billets
(3) Reserve Command Master Chiefs not designated as Commandant-designated billets
(4) Informal CMC Program Structure
(5) Area and Reserve Force Master Chief rating badge
(6) Commandant-designated Command Master Chief and Command Master Chief/Command Senior Chief rating badges
(7) Area, Force and Command Master Chief service badges
(8) Collateral Duty Command Master Chief service badges